

SAVOUR  
FOOD & WINE  
FESTIVAL  
FOR THE IWK FOUNDATION

SPONSORSHIP OPPORTUNITIES





The Savour Food & Wine Festival is a testament of the delectable food and beverage products that Nova Scotia's restaurant industry has to offer; creating a culinary landscape for consumers to enjoy. Entering its 14th year, this festival has built on the many successes from previous years, continuing to grow in both size and number of events.

We are very thrilled to announce that the Restaurant Association of Nova Scotia (RANS) will be supporting the IWK Foundation. As an official partner of the IWK Foundation, a portion of ticket proceeds from the Savour Food & Wine Festival will go towards supporting the Maritime's leading health centre services for women, children, youth, and families.

## Our Charity

The IWK Health Centre is the Maritime's leading health centre providing highly-specialized and primary health care services for women, children, youth, and families. Supported by the IWK Foundation, the IWK uses up-to-date medical equipment, leading-edge research and the latest technology to provide the absolute, best care possible.

## Our Events

### IMBIBE: A COCKTAIL EVENT January 26th, WTCC

A collection of Nova Scotia's best mixologists brought together to create legendary cocktails for guests to "imbibe"! Imbibe is an event designed to focus on the growing mixology trends. Imbibe highlights the top signature drinks from each participating establishment.



### **DECANDENCE: CHOCOLATE, WINE & CHEESE** **February 9th, Prince George Hotel**

Decadence is an evening of pure indulgence with artisanal cheeses and succulent chocolates paired with a variety of local wines and those from around the world. Students from the Nova Scotia Community College (NSCC) in the Pastry Arts and Culinary Arts Programs master dishes under the direction of their Chef Instructors.

### **RARE & FINE WINE TASTING** **February 24th, Casino NS**

Rare and Fine Wine is an evening for the true wine lover. A selection of over 35 wines, all rated 90 points and above by the world's major wine publications; these wines have never been available in Nova Scotia before.

### **CRAFT BEER COTTAGE PARTY** **February 25th, Seaport Market**

Craft Beer Cottage Party was a sold out event in 2016 and is expanding for its second year. You will have the opportunity to taste innovative local, regional, and national beers while enjoying great food and live local music.

### **SAVOUR FOOD & WINE SHOW** **March 9th, WTCC**

The Savour Food & Wine Show is the largest food and wine show east of Montreal.

With over 75 exhibitors, the World Trade & Convention Centre (WTCC) is transformed into a food & wine metropolis. The event includes a VIP Lounge and advanced Media/VIP Tour.

SPONSOR OPPORTUNITIES

# Silver Sponsor

Investment \$2,500

- Your business name/logo in all Savour Food & Wine Festival print advertising
- Logo and link to your business website on [savourfoodandwine.com](http://savourfoodandwine.com)
- Your logo/promotional banner displayed at all events during the Savour Food & Wine Festival (events include Imbibe, Decadence, Rare & Fine Wine Tasting, Craft beer Cottage party and Savour Food & Wine Show)
- 6 guest passes for Savour Food & Wine Show
- 4 guest passes for Imbibe
- 4 guest passes for Decadence
- 4 guest passes for Craft Beer Cottage Party
- Right of first refusal for 2018



SPONSOR OPPORTUNITIES

# Gold Sponsor

Investment \$5,000



- Your business name/logo in all Savour Food & Wine Festival print advertising
- Logo and link to your business website [onsavourfoodandwine.com](http://onsavourfoodandwine.com)
- Your logo/promotional banner displayed at all events during the Savour Food & Wine Festival (events include Imbibe, Decadence, Rare & Fine Wine Tasting, Craft Beer Cottage Party and Savour Food & Wine Show)
- 12 guest passes for Savour Food & Wine Show
- 8 guest passes for Imbibe
- 8 guest passes for Decadence
- 2 guest passes or Rare & Fine Wine
- 8 guest passes for Craft Beer Cottage Party
- Right of first refusal for 2018



## SPONSOR OPPORTUNITIES

# Platinum Sponsor

Investment \$10,000

- Your business name/logo in all print advertising
- Your business logo displayed on all Savour food & wine Festival signage
- Recognition by IWK Foundation
- Digital charitable “total” announcement with design aspect for web and social media
- Telethon 2017- a mention in our live on-air interview
- Participation in VIP & Media Tour at Savour food & wine Show
- Your business logo included in all printed promotional materials
- Your logo/promotional banner displayed at all events during the Savour food & wine Festival (events include Imbibe, Decadence, Rare & Fine Wine Tasting, Craft Beer Cottage Party, and Savour Food & Wine Show)
- Logo and link to your business website on [savourfoodandwine.com](http://savourfoodandwine.com)
- Recognition at all events as platinum sponsor
- 25 guest passes for Savour food & wine Show
- 15 guest passes for Imbibe
- 15 guest passes for Decadence
- 5 guest passes for Rare & Fine Wine
- 15 guest passes for Craft Beer Cottage Party
- Vendor display space at each event
- Logo & recognition on [edining.ca](http://edining.ca) (consumer website)
- Logo & recognition on [rans.ca](http://rans.ca) (business website)
- Inter active logo on [rans.ca](http://rans.ca), [eDining.ca](http://eDining.ca) & [savourfoodandwine.com](http://savourfoodandwine.com)
- Four promotional campaigns (your subject matter) in both consumer (Bite Foodie) & business (Bite Business) newsletters for one year.
- Right of first refusal for 2018